Home Furnishings Calendar 1950

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors on national trade and consumer publications. This list covers decorating, appliances, food, building, gardens - every phase of the home furnishings field. To yearly subscribers this list is free. Non-subscribers pay $25 for it. Additional copies are $5 each to yearly subscribers. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 1 12:00 M	PRESS PICNIC A Picnic for the press, by invitation only, will be held to mark the opening of Titus Blatter's new and larger showrooms and offices. Publicity: Harold Siesel, EL. 5-0138.	TITUS BLATTER & CO.	261 FIFTH AVENUE
Thursday June 1 Just open	NEW OFFICE: WAREHOUSE Katzenbach & Warren announce the opening of their new building in Connecticut. The New York Showrooms will remain at 49 East 53rd St. where the Public Relations and Publicity activities will also continue to be. All communications concerning orders should be addressed to the New Canaan office although orders may still be placed in the New York Showrooms. Publicity: Ramona Vincent, PL. 9-5410.	KATZENBACH & WARREN	NEW CANAAN, CONN.
June 1- June 2	27TH ANNUAL MANAGEMENT MEETING, AMERICAN MANAGEMENT ASSN., PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		WALDORF-ASTORIA
Thursday June 1- June 30	NEW SYNTHETIC DETERGENT Felso, a new synthetic all-purpose detergent, made by the maker of Fels Naptha Soap and Fels Naptha Soap Chips, will be marketed in 15 cities. Promotion will utilize local newspaper advertisements, local spot radio announcements, premiums and dealer displays. National distribution is scheduled for the fall. Publ.: Elser & Cothran, 521 5th Ave., MU.7-7837.	FELS & COMPANY	LARGE CITIES
June 1-30	DAIRY MONTH SPONSOR: NATL. DAIRY COUNCIL, 111 N. CANAL, CHICAGO 6, ILL.		
Thursday June 1 Going on	NEW SHOWROOM TO OPEN On this date Ficks Reed Company's new and larger showroom will be open on the 8th floor at the above address. Publ.: Harold J. Siesel, EL.5-0138.	FICKS REED CO.	305 EAST 63RD ST.
Thursday June 1 Going on	MOVING TO NEW ADDRESS On this date Antique Market, Ltd. will move their stock of fine antiques from 521 Madison to their new quarters. Contact: Nathan Lans, PL.8-2140.	ANTIQUE MARKET, LTD.	110 EAST 58TH ST.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 1 Going on	NEW PRINTED FABRICS NOW AVAILABLE	GENE McDONALD WALLPAPERS & FABRICS	17-A E. 57TH STREET 190 WILLIAMS STREET
	Five Gene McDonald designs formerly only available in wallpaper are now being presented in hand silk-screen printed fabrics. Popular designs, both contemporary and traditional in feeling, are included in the group offered in a variety of materials ranging from antique satin to cotton twill. Publicity: Virginia Burdick, 126 E. 19th St., OR. 4-6462.		
Saturday June 3- July 10	MID CENTURY HOME AND INDUSTRY SHOW	ORKIN EXPOSITIONS MANAGEMENT CO.	SUSSEX AVE. ARMORY NEWARK, NEW JERSEY
	A "Home Show for Better Living", sponsored by the Junior Chamber of Commerce of Newark, N.J., will be held on these dates. Contact: William S. Orkin, Orkin. Expositions Management Co., 8 W. 40th St., BR. 9-0993.		

WEEK BEGINNING MONDAY, JUNE 5, 1950

Monday June 5- June 8	ANNUAL RMA CONVENTION AND MEMBERSHIP MEETINGS	RADIO MFRS. ASSN. WASHINGTON, D.C.	STEVENS HOTEL CHICAGO, ILL.
	During the Annual Convention, various radio and television problems will be discussed. There will be a membership luncheon on June 8 and an industry banquet the same evening. Contact during convention, Mr. James D. Secrest, Stevens Hotel, Chicago, Ill.; Publicity: Peter H. Cousins, RMA., American Building, 1317 F. Street, N.W., Washington, D.C.		
Monday June 5- June 8 Luncheon	CONVENTION TO HEAR TALKS	WALLPAPER WHOLESALER'S ASSOCIATION	LA SALLE HOTEL CHICAGO, ILL.
	At a meeting of this association on June 5, the speakers will be Mr. Frederick H. Rahr who will discuss "Consumer Preferences in Wallpaper Color and Patterns," and Dr. Howard T. Hovde and Irwin E. Douglas who will speak on "1950 Wallpaper Style and Color Survey." Contact: Miss C. Trifield, 1421 Chestnut Street, Philadelphia 2, Pennsylvania.		
June 5-9	NEW YORK CURTAIN & DRAPERY MARKET WEEK, INDIVIDUAL SHOWROOMS.		
Monday June 5- June 10	KATHI URBACH EXHIBIT	M. O'NEIL CO.	AKRON, OHIO
	A week-long special promotion and display of Kathi Urbach's decorative accessories will be held. Many of her major art pieces will be featured and Miss Urbach will appear on June 5th and 6th to introduce her new fabric sculpture paintings and fabri sculpture murals as well as her 1950 line of decorative figurines. Publicity: Frances Carter Scott, OR. 5-3815.		
June 5- June 12	NATIONAL HOME LAUNDRY WEEK. SPONSOR: AM. WASHER & IRONER MFRS. ASSN., 38 S. DEARBORN, CHICAGO 3, ILL.		
Monday June 5- June 16	PRESS PREVIEW	BERTHA SCHAEFER GALLERY	32 EAST 57TH STREET
	A press preview of the work of Bernard Leach, English studio potter, will be held on this date. The exhibit will open to the public on June 6. Contact: Bertha Schaefer, PL. 5-3331.		
Tuesday June 6 1:00 P.M.	COCKTAIL PARTY	CAMEO CURTAINS	260 FIFTH AVENUE
	A cocktail party to launch Cameo's new fall line will be held on this date. Publicity: Irv Zuckerman, OR. 9-3040.		
June 6 7:30 P.M.	REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 6 5:00 P.M.-7:00 P.M. Cocktails	COCKTAIL PARTY	HOME FASHIONS LEAGUE	HOTEL WARWICK

Buyers from all over the country will attend the annual fund-raising party of the League. The party will be a town fair with fun and prizes for all. Prizes have been donated by the following: Draperies and Yard Goods: Brunschwig & Fils; Ellery Products Co.; Cameo Curtains; Berkshire Fine Spinning Assoc.; Mallinson Drapery & Upholstery Fabrics; Joan Fabrics; Shulman-Abrash; Hambro House; Southbridge Plastics; Golding Fabrics; F. Schumacher; D. Kwitman & Sons; Cheney Bros.; Comfy Mfg. Co.; Sure Fit Products. Wallpaper: Wallpapers & Fabrics; Imperial Paper & Color Corp.; Thomas Strahan; Katzenbach & Warren. Lamps: The Lulis Co.; Argo Lamp Corp.; Vincent Lippe; Mutual Sunset; Kurt Versen; Fine Arts Lamps; Paul Hanson. Table Appointments: Columbia Mills; North American Lace; Imperial Glass; Franklin Fader; Duncan & Miller; Wedgwood; Helen Sprackling; Florence Table Attire; Fisher-Bruce; Castleton China; Friedman Silver; Startex Mills; J. P. Stevens. Bedspreads, Blankets, Linens: Fieldcrest Mills; Atlas Bedspread; Stanley Firetag; Troy Blanket Mills; Cannon Mills; Morgan-Jones; Callaway Mills; Bates Fabrics; Martex; Dundee Mills. Rugs: Topton Rug Mills; C. H. Masland; Waite Carpet Co. Furniture: Directional Modern; Drexel Furniture Co. Accessories: Modern Venetian Blinds; Heifetz Co.; Michael C. Fina; Georg Jensen; William Streeter. Miscellaneous: Armando's Restaurant; Marie Millinery; Fiberglass; Kerk Guild; Cafe St. Denis; Richard Englander; Evelyn Barkins; Almar Mfg. Co.; Safe Imports; Council of Natl. Shirt & Pajama Assn.; Daphne Lingerie; Henri Bendel; Revere Silversmiths; Dan River Mills; Carter Products; Chesebrough; John C. LeClair; Plastron; Frank & Sadev; Blenko Glass. Tickets are $3.50. Contact: Josephine Brush, PL. 5-2276.

Tuesday June 6-June 8	PRESS SHOWINGS AND COCKTAIL PARTY	UNITED WALLPAPER, INC. MDSE. MART, CHICAGO	HOTEL ST. REGIS LOUIS XVI SUITE

The new United Wallpaper line will be shown here on these days with private conferences with editors, topped off by a cocktail party on June 8; all this by invitation only. Cocktail party will be from 4 to 7 P.M. Publicity: Claire Kohn, United Wallpaper, Inc., Mdse. Mart, Chicago, Ill.

Wednesday June 7	BRIOCHE BREAKFAST	SHULMAN ABRASH, INC.	6 EAST 34TH STREET

A coffee and brioche breakfast for press and buyers, by invitation only, will be held on this date to present the Shulman Abrash scientific "Colorgraph", their Staple Stock Plan and the Cartload of Colors, an innovation in practical, attractive decorative fabric display. Publicity: Audrey Cooper, Ralf Shockey & Associates, PE. 6-4706.

Wednesday June 7 12:15 P.M. Luncheon	MONTHLY LUNCHEON	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT

The last luncheon of the season will deal with how to promote Home Fashion Time. Buyers, merchandise managers and display people are invited to attend. Seven authorities will speak: furniture, Harriet Burket; floor coverings, Melva Chesrown; fabrics, Jane Thomson; wallpaper, Catherine Blondin; table settings, Mary Davis Gillies; accessories, Margaret Hayes. Lazette Van Houton will give a summary of home furnishings trends. In addition there will be a special series of displays arranged by Tom Lee on the stage, and swatches of the twelve most important hues will be available at each place. Tickets are $4.50 each to cover the cost of a booklet, compiled by Esther Hansen, which gives the highlights of these trends. Contact: Josephine Brush, PL. 5-2276.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 7- June 9	CAROLYN KING SERVICE	THE COLUMBIA MILLS, INC. SYRACUSE, NEW YORK	C.E. CHAPPELL & SON SYRACUSE, NEW YORK
	A promotion featuring Carolyn King, specialist in table decoration, and Columbia Mills lace dinner cloths will be held in the Linen Dept. of this store on these dates. Miss King will address the Solvay Garden Club on "Table Gamour" and will conduct a table decoration contest for local garden clubs. Publicity: J. M. Weaver, Columbia Mills, Syracuse, N.Y.		
Thursday June 8 12:15 P.M.	PRESS LUNCHEON	DEVOE & RAYNOLDS	RITZ-CARLTON
	Formal introduction of the Devoe Home Decorating Institute as a public information service on questions of paints and finishes will take place in the Carlton Suite on the 4th floor. There will be a discussion of new and coming paint products by Dr. J.S. Long, chemical director of Devoe & Raynolds, and a forum discussion on painting problems of the householder. Contact: Leo Daron, J. Walter Thompson, 420 Lexington Ave., MU. 3-2000.		
Thursday June 8- June 17	ARTISTS' CARNIVAL	ABRAHAM & STRAUSS, INC.	BROOKLYN, N. Y.
	"Painting for Pleasure", a show of work by part time painters from all walks of life, under the sponsorship of The Brooklyn Museum Art School will take place. Demonstrations in life painting, etching and sculpture will be held. There will be free classes, sketches, prints and free scholarships to the Brooklyn Museum Art School. Outstanding artist-instructors will handle the program. Publ.: Frances Bemis, TR. 5-7200.		
June 11-26	BORDEAUX INTERNATIONAL FAIR, BORDEAUX, FRANCE.		

WEEK BEGINNING MONDAY, JUNE 12, 1950

Monday June 12 Cocktails	COCKTAIL PARTY TO HONOR GUESTS	HOME FASHIONS LEAGUE	RITZ CARLTON PHILADELPHIA
	The Philadelphia Home Fashions League will give a cocktail party in honor of the following persons and organizations which have done work to further interest in the home fashions field in Philadelphia: Helen Koues for her brochures which enable people of limited means to get good decorating advice; the Philadelphia Inquirer for permitting Miss Marcia Strauss to do an excellent job of covering home furnishings in this paper; the Philadelphia Art Alliance for its numerous exhibitions of home furnishings. Publicity: Florence Fleischer, James Lees & Sons, Bridgeport, Pa.		
June 12- June 16	CONVENTION, NATL. ASSN. OF ELECTRICAL DISTRIBUTORS, CONVENTION HALL, ATLANTIC CITY, N.J. CONTACT: C.G. PYLE, MNG. DIR., 500 5th Ave., N.Y.C.		
June 12- June 17	LYNN EXPOSITION OF PROGRESS HOME SHOW, LYNN, MASSACHUSETTS. CONTACT: WILLIAM S. ORKIN, ORKIN EXPOSITIONS MANAGEMENT CO., BR. 9-0993.		
Wednesday June 14 3:00 P.M.- 6:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW LINE	TIFFIN GLASS CO. TIFFIN, OHIO	HOTEL PIERRE NEW YORK CITY
	A party for the press, by invitation only, will be held on this date by the Tiffin Glass Co. to introduce their new Wistaria Glass table ware. Publicity: Florence Brobeck, GR. 3-4119.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 14-June 15	CHICKEN FESTIVAL At the third annual Del-Mar-Va Chicken Festival, amateur cooks from all over the country will have an opportunity to display their skill in preparing chicken in novel ways. Cash, gas and electric stoves and other merchandise will go to the winners. Publicity: Marion B. Allen, 521 5th Ave., New York 17, N.Y., MU. 2-2363.	DEL-MAR-VA CHKN. FESTIVAL	DOVER, DELAWARE
June 14-16	CERAMICS CONFERENCE, LUCERNE, SWITZERLAND.		
Thursday June 15 9:00 A.M.-11:00 A.M.	PRESS PREVIEW BREAKFAST Schumacher's 1951-52 machine print wallpaper collection will be presented to the press at the breakfast preview on this date. There are 24 new patterns and 207 different styles in the collection, with a marked trend to small patterns. Publ.: Philip N. Schuyler, Baldwin & Mermey, MU.4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Thursday June 15 12:30 P.M.	TABLE SETTING DISPLAY Carole Stupell, authority on table decor, will arrange and show a number of table settings for the women members of the Orienta Beach Club at a luncheon party. Following the luncheon, Miss Stupell will address the members on the techniques and details of table decoration. Publicity: Carson-Ruff Associates, MU. 2-2055.	CAROLE STUPELL	MAMARONECK, N.Y.
Thursday June 15 Going on	NEW CHAPTER FORMED Officers will be elected on this date to head the newly-formed Washington Chapter of the Home Fashions League. This brings the number of branches of the League to three: Chicago, Philadelphia and Washington. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	WASHINGTON, D.C.
June 15-June 25	CONSTRUCTION EXPOSITION & HOME SHOW OF CALIFORNIA, LOS ANGELES, CALIF. CONTACT: D.D. DURR, 315 W. 9TH STREET, LOS ANGELES 36, CALIFORNIA.		
June 18-June 23	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: NATIONAL EXHIBITORS, LANSDALE, PENNSYLVANIA.		
June 18-29	LAMP SHOW, PALMER HOUSE, EIGHTH FLOOR, CHICAGO, ILLINOIS.		

ADVANCE DATES AND NOTICES

June 18	FATHER'S DAY, SPONSOR: NATIONAL FATHER'S DAY COMM., 50 E. 42ND ST., N.Y.C.		
Monday June 19-June 22	MID SUMMER CONVENTION The greatest sales convention ever to be held by a major appliance manufacturer will take place on these dates. New lines of Philco merchandise will be presented to dealers, 5000 of whom are expected to attend and to meet with 1500 Philco distributor executive personnel. Contact: Raymond B. George, Sales Prom. Mgr., Philco Corp., Philadelphia, Pa.	PHILCO CORP.	ATLANTIC CITY
June 19-June 29	CHICAGO SUMMER MARKET, AMERICAN FURNITURE MART, PUBL.: L. H. WITING, 666 LAKE SHORE DRIVE, MERCHANDISE MART, PUBL.: WALLACE O. OLIMAN.		
June 19-June 29	GRAND RAPIDS SUMMER MARKET, WATERS AND EXPOSITION BLDGS., GRAND RAPIDS CONTACT: C. F. CAMPBELL, 427 FULTON ST., GRAND RAPIDS, MICHIGAN.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 19- June 29	GOOD DESIGN EXHIBIT	MUSEUM OF MODERN ART	MDSE. MART, CHICAGO
	Any manufacturer who has added good designs to his line since last January should send information to the Selection Committee, not later than June 9. The Committee meets in Chicago on June 10, and the exhibition will open for the Market and remain open until November. Contact: Edgar Kaufmann, Museum of Modern Art, 11 W. 53rd St., New York 19.		
Monday June 19- June 29	SUMMER CARPET MARKET	CARPET MANUFACTURERS	CHICAGO, ILLINOIS
	The dates for the Summer Carpet Market will coincide with those for the furniture market. Publicity: Melva Chesrown, EL. 5-7651.		
Monday June 19- June 29	"CONSUMER PREFERENCE" LINE TO BE INTRODUCED	ALEXANDER SMITH & SONS CARPET CO.	18TH FL., MDSE. MART, CHICAGO, ILLINOIS
	During the market, this concern will introduce a line styled to meet consumer preferences in all parts of the country, based on an extensive survey of modern and up-to-date houses and trend tastes as to color, design and practicability. Publicity: Emily Purcell, MU. 9-1300.		
Monday June 19- June 29	TWO NEW CARPETS	JAMES LEES & SONS CO.	CHICAGO, ILLINOIS
	Two new carpets made of 100% Estron will be shown during the summer market in Chicago and then in New York. This is the first time these Estron yarns have been used for floor coverings. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Penna.		
Monday June 19- June 29	ADI MEMBERS' WORK ON VIEW	MERCHANDISE MART	CHICAGO, ILLINOIS
	Work by members of the American Designers Institute, sponsored by the national organization, will be on view during the summer furniture market. All displays will be "Work of the Future"; in other words, designs not yet on the market. Each member may submit as many as four exhibits. Contact: Robert I. Goldberg, LE. 2-6575 or Ann Franke, RE. 4-4905.		
Monday June 19 Going on	NEW SHOWROOM TO OPEN	INTERIORS FOR LIVING	MDSE. MART, CHICAGO
	A new showroom, owned and maintained by a group of participating manufacturers of various home furnishings products, will open in Room 1147 of the Merchandise Mart on this date. Contact: Everett Brown, Everett Brown Associates, 1448 Astor Street, Chicago 10, Illinois.		
Monday June 19- July 1	PREVIEW 1951 COLORS	HOUSE & GARDEN 420 LEXINGTON AVE.	11TH FLOOR MDSE. MART, CHICAGO
	A Color Show to tell the success story of House & Garden's 1950 colors and to preview 1951 colors will be held for two weeks, coinciding with the Chicago Market. The Wholesale Resource List of merchandise in House & Garden 1950 colors from 234 manufacturers will be translated into a three-dimensional display and will include paints, fabrics, wall coverings, floor coverings, bedroom and bath furniture, table settings, linens, major household appliances, lamps, accessories and stationery. Retailers and manufacturers who wish to tie in with House & Garden color promotions are invited to attend. Contact: Fay Hines, House & Garden, LE. 2-7500.		
Tuesday June 20 12:30 P.M. Luncheon	MARKET LUNCHEON	THE FASHION GROUP	MDSE. MART, CHICAGO
	The luncheon will be held in the Merchants and Manufacturers Club. Subject "Home Furnishings for Sale." Speakers: Charles S. Shaughnessy, R. H. Macy; Marice Nee, P. J. Nee, Theodore Gottlieb, Porter Furniture Co.; Everett Brown, Everett Brown Assoc. Tickets are $3.50 each. Contact: The Fashion Group, Inc., 109 North Dearborn St., Chicago 2, Illinois.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 20 6:45 P.M.	HOME FURNISHINGS CLINIC	NATIONAL RETAIL DRY GOODS ASSOCIATION	PALMER HOUSE, CHICAGO, ILLINOIS
	This clinic will be held in the Red Lacquer Room. B.B. Zients, vice president of the City Stores Mercantile Company, will address the clinic on "How To Make Appliance Departments Profitable." Leonard W. Stratton, vice president, Wieboldt's, Inc. will speak on "Standards of Quality in Home Furnishings." Three other speakers, not yet decided upon, will discuss television, operating costs and pre-packaging. Contact: David S. Woog, CH. 4-8780. Publicity: Robert J. Mayer, CH. 4-8780.		
Wednesday June 21 12:30 P.M.- 3:00 P.M.	MARKET LUNCHEON	HOME FASHIONS LEAGUE	MDSE. MART, CHICAGO
	At the League's Market Luncheon, Frederic H. Rahr of Rahr Color Clinic will be the guest speaker. Mr. Rahr's topic is "Colors by Command Decision." Contact: Mrs. Gertrude Shrock., Publ.Office, Mdse. Mart, Chicago 54.		
Wednesday June 21 Dinner	HOME FASHION TIME DINNER	HOME FURN. IND. COMMITTEE 666 LAKE SHORE DRIVE	PALMER HOUSE CHICAGO, ILLINOIS
	At a gala Home Fashion Time dinner speakers will include Christine Holbrook of Better Homes & Gardens, Margaret Riley of Waverly Fabrics, president of the N.Y. Home Fashions League, Gertrude Dixson of American Home, Lucretia Andujar of House & Garden and Elizabeth Gordon of House Beautiful. Contact: John F. Dempsey, 666 Lake Shore Drive, Chicago, Illinois.		
Thursday June 22 12:30 P.M.	"GOOD DESIGN" LUNCHEON	MERCHANDISE MART	CHICAGO, ILLINOIS
	A luncheon to open the June 1950 exhibition of "Good Design" will be held on this date. Contact: W.O. Ollman, Merchandise Mart, Chicago 54, Ill.		
Sunday June 25- June 29	JUNE MARKET WEEK	NATL. ASSN. DISPLAY IND.	HOTEL NEW YORKER
	During these five days a complete and concentrated presentation of the newest Fall and Christmas display materials will be held. Contact: National Assn. of Display Industries, 11 E. Walton Pl., Chicago 11, Ill.		
Saturday July 1	SUMMER ISSUE OUT	MODERN LAMPS	114 EAST 32ND ST.
	The Summer issue of Modern Lamps, the new merchandising quarterly, will be distributed to retailers at the New York Lamp Show, July 9-14, Hotel New Yorker, and the California Lamp Show, July 16-19, Biltmore Hotel, Los Angeles. Editorial closing date, June 15th. This issue will feature a round-up report from the contemporary shops and a symposium on modern ceramics and leading ceramists. Contact: Barbara Baer, Editor, MU.5-3744.		
July 1-7	NATIONAL ICED TEA WEEK. SPONSOR: TEA BUREAU, 500 FIFTH AVE., NEW YORK 18.		
July 4	INDEPENDENCE DAY (Tuesday); LEGAL HOLIDAY EXCEPT IN NEVADA.		
Sunday July 9- July 14	NEW YORK LAMP SHOW	LAMP MANUFACTURERS	HOTEL NEW YORKER
	Hours will be extended this year to give buyers a better opportunity to cover the exhibits. Hours: Sunday, July 19, 1 to 6 P.M.; Monday, Wednesday and Thursday, 9 A.M. to 6 P.M.; Tuesday, 9 A.M. to 9 P.M.; Friday, 9 A.M. to 4 P.M. Contact: George F. Little Management, MU. 9-7147. Publicity: Catherine Blondin Assoc.; MU. 9-7360.		
Monday July 10- July 14	ARMORY FURNITURE SHOW	ORKIN EXPOSITIONS MGMT.	71ST REG. ARMORY
	Seventy-four manufacturers of case goods, living room furniture, juvenile furniture and some accessories will exhibit. Contact: William S. Orkin, Orkin Expositions Management Co., 8 W. 40, BR. 9-0993.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 10-July 14	NATIONAL HOUSEWARES SHOW These dates have been set for the National Housewares and Home Appliance Show this summer. Contact: A. W. Buddenberg, 1140 Mdse.Mart,Chicago 54.	NATL. HSWRS. MFRS.ASSN.	ATLANTIC CITY, N.J.
Monday July 10-July 14	NEW ITEMS TO BE SHOWN Approximately 50 new items will be shown by this concern at the National Housewares Show as well as a representative cross-section of its complete lines. A featured item will be the Ekconomic low-pressure cooker and sterilizer which recently won the National Home Safety Award. Publicity: Carl Byoir & Associates, Inc. 33 La Salle St., Chicago 2, Illinois.	EKCO PRODUCTS COMPANY	ATLANTIC CITY, N.J.
July 10-July 15	ANNUAL SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVE., MU. 5-1160.		
July 10-July 15	ANNUAL CARPET MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK CITY. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday July 10-July 22	SOUTHERN FURNITURE MARKET This market will be held this year in the newly-completed Exposition Building addition as well as in the original Exposition Building. These structures are connected on all floors and the new addition will make it possible to accomodate over 100 new lines. July 10 is Press Day with opening ceremonies at 8 A.M. A reception for special guests will be held late that day at the Emerywood Country Club. Contact: Paul W. Casey, General Manager, Exposition Bldg., High Point, N.C.	EXPOSITION BUILDING	HIGH POINT, N. C.
Sunday July 16-July 21	CHINA, GLASS, POTTERY SHOW The second annual China, Glass & Pottery Show will open at 1 P.M. on July 16 and close at 1 P.M. July 21. Hours on other days, 9 A.M. to 6 P.M. For the convenience of buyers, domestic dinnerware will be on the 8th floor; domestic glassware on the 7th floor; art china and pottery on the 6th floor and import lines on the 5th floor. Contact: George F. Little Management, MU. 9-7147.	GEO. F. LITTLE MNGMT.	HOTEL NEW YORKER

MUSEUM, GALLERY AND GARDEN NEWS

Saturday June 3-Oct. 15	ART EXHIBIT IN VENICE A retrospective exhibit of the work of John Marin, Arshile Gorky, Willem de Kooning, Jackson Pollock, Lee Gatch, Rico Lebrun and Hyman Bloom will represent this country at the 25th Biennale Exhibition which was begun in 1892 - the oldest and most important international exhibition of contemporary art in the world. The American exhibit is under the joint sponsorship of the Museum of Modern Art and the Art Foundation in New York, and the Cleveland Museum of Art in Cleveland, Ohio. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	VENICE, ITALY
Tuesday June 13-June 14	FLOWER SHOW A peony and rose show will be held on these two days in the Colonnades Ballroom. Free to members, 50¢ admission to general public. Contact: Mrs. Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOC.OF N.Y.	ESSEX HOUSE
Thursday June 15	ROSE-GROWERS DAY The annual Rose-Growers Day will be held on this date. Publicity: Carol H. Woodward, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

RADIO & TELEVISION NEWS

Thursday June 1 10:00 A.M.- 11:00 A.M.	TELEVISION PROGRAM KATHI NORRIS SHOW	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.

Frances Roth of the Restaurant Institute will discuss this unique, non-profit, vocational school which she founded on a five acre campus near the Yale Divinity School. Here young American chefs are trained and the school has received unusual support from equipment manufacturers, food and beverage industries, public utilities and so on. Publicity: Lois Braun, PL. 3-1742.

Thursday June 1 12:00 M.- 1:00 P.M.	TELEVISION SHOW JUST FOR YOU	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.

On Ann Pringle's program, Frances Armin of the National Adequate Wiring Bureau, will tell about houses haunted by faulty or inadequate wiring with the aid of a model. Following up Miss Armin's demonstration, Anne G. De Carmel of the Plus Studio will show some of this shop's newest lamps and other items. Publicity: Lois Braun, PL. 3-1742.

Friday June 2 10:15 A.M.- 11:00 A.M.	RADIO PROGRAM	WOR	1440 BROADWAY

Martha Deane will have as her guest Dan Cooper, interior designer, who will give hints on spring and summer redecorating, accenting the use of imagination and ingenuity rather than expenditure of money. Publicity: Publicity Department, WOR, LO. 4-8000.

Friday June 2 12:00 M.- 1:00 P.M.	TELEVISION SHOW JUST FOR YOU	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.

One of the nine winners of the nationwide "Build a Better Community" Contest sponsored by the General Federation of Women's Clubs, will tell about her community's efforts and show a book featuring what her community has done. Publicity: Lois Braun, PL. 3-1742.

EDITORIAL REQUIREMENTS

For Women's National News Service, Inc. 229 West 43rd St., New York, N.Y.

This organization is interested in receiving information and exclusive photographs on home furnishings and decorating trends. This is a national news service so material must be of interest to homemakers everywhere. Also, material must be really newsworthy. Address Eleanor Choate Darnton.

RADIO TIE-INS

For Prizes, Incorporated, 130 East 44th St., New York 17, N.Y.

This organization which supplies prizes from 300 manufacturers, many of them in the housewares and home furnishings field, for radio stations, also provides an extra service. Rose Magdalany, president of this publicity service, and her staff members, take advantage of every opportunity to visit program directions and radio stations which handle these manufacturers' merchandise. As a result they can report audience reaction and supply merchandising tips. There is no charge to the manufacturers for any of Prizes, Incorporated's services. Address Rose Magdalany.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having a List of Editors please make the changes below to bring the list up to date.

Ideal Publishing Co., 295 Madison Ave., New York 17, N.Y.

Eva Mercker is no longer with this concern. Julie Ransom is in charge of the Home Service Dept., and Shopping Guide. Her assistant is Alice Lehmann.

Textile Age, 381 Fourth Avenue, New York 16, N.Y.

W. B. Davidson is now the editor of this publication. Please remove F. A. Westbrook, Jr.'s name from your list.

Flair Magazine, 488 Madison Ave., New York 22, N.Y.

Lucia Foreman has left Charm Magazine and is now Merchandise Editor of Flair. K. C. Jones is also on Flair in the same department.

Under heading "Individuals", please add:

Rose Magdalany, Prizes, Incorporated, 130 East 44th St., New York 17, N.Y.

Rose Magdalany, president of this organization, attends many press openings for her radio and television shows.

Freda Diamond, 140 East 37th St., New York 16, N.Y.

As home furnishings consultant and coordinator, Fred Diamond should be invited to press showings.

Ethel Edell, Columbia Pictures, 729 Seventh Ave., New York 19, N.Y.

Miss Edell, in charge of promotion and star contacts, should be included on the list.

1950 INTERNATIONAL TEXTILE EXHIBITION

This exhibition is open to designers of all textiles whose design is their own exclusive property. Designs must be on textiles, not paper. All entries must be eligible for purchase awards which are for the article entered which becomes the property of the Art Dept., Women's College of the University of North Carolina. The design remains the property of the designer. Awards will be given in the following categories: woven rugs, woven clothing fabrics, woven draperies and upholstery, napery and linens, etc., printed textiles, woven synthetics, woven linen. Entry blanks must be received by September 15, 1950 and exhibits by September 22, 1950. Exhibition opens November 1 and runs through November 30, 1950. Address, Secretary, 1950 International Textile Exhibition, The Women's College of the University of North Carolina, Dept. of Art, Greensboro, North Carolina.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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